RETAIL PROMOTION FACT SHEET LOGO

Promotion Description: Virginia Slims V-Wear Lipstick Lighter Carton Promotion

Field Dates: 1/31/94-2/25/94

OBJECTIVE/ALLOCATION RATIONALE:

To penetrate carton outlets, via the Distributor's Sales Rep, with a Free Virginia Slims Water Bottle with a carton display. This promotion should be placed at retail .

Geographic Scope ☐ National ☒ Key Markets/Sections: ☐ Excluded Markets:

•Allocations previously forwarded to Region Trade Marketing (Spokane 5BO has been removed).

1C0 HARTFORD	1E0 ALBANY	1H0 NEW YORK	1I0 PHILADELPHIA	2G0 GREENVILLE
2H0 KNOXVILLE	2P0 TAMPA	2Q0 MIAMI	3A0 ST. LOUIS	3D0 MEMPHIS
3E0 JACKSON	3F0 LITTLE ROCK	3G0 NEW ORLEANS	3H0 LAKE CHARLES	2I0 NASHVILLE
2J0 ATLANTA	2K0 BIRMINGHAM	2L0SAVANNAH	2M0 JACKSONVILLE	2N0 PENSACOLA
2A0 BALTIMORE	2B0 WASHINGTON	2C0 RICHMOND	2E0 CHARLOTTE	2F0 COLUMBIA
3I0 DES MOINES	3M0 OKLAHOMA	3N0 DALLAS/FT. W.	3Q0 HOUSTON	3S0 SAN ANTONIO
4A0 PITTSBURGH	4F0 DETROIT	4G0 GRAND RAPIDS	4H0 TOLEDO	4L0 CHICAGO
4N0 GREEN BAY	4P0 SIOUX FALLS	5H0 SACRAMENTO	5K0 HAWAII	5L0 LOS ANGLES
5M0 SAN DIEGO				

☐ Acct. Specific _____ ☒ Carton _____ Suggested CPW ☒ Pack _____ Suggested CPW

☐ Afro American ☐ Conv. ☐ Drug Stores ☐ Grocery ☐ Hotel/Cigar ☐ Liquor ☐ Mega (800 CPW+) ☐ Supermarkets
☐ Asian ☐ Conv. Gas ☐ Gas ☐ Hispanic ☐ Indian (Tax Exempt) ☐ Mass Merch. ☐ Other _____

Military Participation: ☒ Yes ☐ No Military Display Quantity: _____

PRECON ASSEMBLY: ☐ Yes ☒ No SLEEVED ☒ BANDED ☐

Participating Brand Styles: ☐ Family (S/R Discretion) ☐ Packing Specific

Sleeve UPC #s:

85s: 0-28300-19921-5 PK
100s:
85s:
100s:

PRODUCT REQUIREMENTS:

Product Discount $ _____ Case Size: ☐ 6M ☐ 12M

			Weight:	Tie:	High:
Product Case Cube Dimensions:	85s:	Soft 85s:	85s:	85s:	85s:
	100s:	100s:	100s:	100s:	100s:
	85s:	Box 85s:	85s:	85s:	85s:
	100s:	100s:	100s:	100s:	100s:

PRODUCT HANDLING, HAND STAMPING AND TAX ALLOWANCES:

Handling Allowance: ☐ Yes ☒ No _____ Off Invoice: ☐ Yes ☐ No

Hand Stamping: ☐ Yes ☒ No _____ Off Invoice: ☐ Yes ☐ No

SECTION OFFICE TO REQUEST TAX MONEY FROM RICHMOND

PRODUCT ORDERING:

Product Order Period: _____

Product Delivery Dates: _____

2071656357

Source: https://www.industrydocuments.ucsf.edu/docs/hskn0004

POS ORDERING INFORMATION:

PMExpress Kit	20 Deal Pack Kit	20 Deal Ctn Kit	Banner Kit	
Kit Components:	20 Compact Mirrors	20 Lighters	Banner	
	Sell Card	Sell card		
	Poster	Poster		
	Static Cling	Static Cling		
	Take One Box	Take One Box		
		carton sticker		
PMExpress Display Kit #:	22101	22103	76384	
Kit Order Dates: (From-To)	11/15-2/11	11/15-2/11	11/15-2/11	
Kit available in Field:	1/24/94	1/24/94	1/24/94	
POS #: (For Field MIDAS Allocation only)				
MIDAS P/F:	1	1		

PMExpress Kit Dimensions

Length:	?	44"		
Width:	?	2"	2"	
Height:	?	33 1/2"	18"	
Weight: (EXCLUDES PRODUCT)				

Assembled Display

Depth:	?	11"		
Width:	?	22.5"	18"	
Height:	?	60"	48"	
UPC Code:				
# Deals/Display:	20	20		
# Deals/Back Up:	0	0		
# Product Ctns:	4	20		

PAYMENTS:

Display/Item	Payment To (Retailer/Distributor)	Promo Code	Payment
Distributor Assembly Pack Display	Distributor	811	$24/12M Case
Distributor Assembly Ctn. Display	Distributor	812	$12/12M Case
Retailer Ctn. Display Allowance	Retailer	221B	$7.50

MEDIA SUPPORT: ☒ Yes ☐ No Media Advertisement Only ☐ Media Advertisement and Offer ☐ *

* Offer	Vehicle	Circ.	Value	UPC #
☐ Coupon				
☐ Product Offer				
☐ Incentive				
☐ Sweepstakes				
☒ Other	Outdoor Media/	FSIw/Bonus UPC's		

2071656358

Source: https://www.industrydocuments.ucsf.edu/docs/hskn0004